



ENGAGING MULTIFAMILY RESIDENTS IN ENERGY CONSERVATION:

A TOOLKIT FOR MUNICIPALITIES TO SUPPORT PROPERTY MANAGERS
IN LONG-TERM BEHAVIOR CHANGE

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ABSTRACT

Climate action has spurred a recent uptick in city ordinances and voluntary challenges targeted at reducing energy consumption. Cities are increasingly engaging multifamily properties in energy conservation, focusing on efficient building systems (e.g., HVAC, insulation, lighting). Yet, less focus has been placed on changing resident behavior. People are a key determinant of building efficiency, and engaging residents in energy-related behaviors can have as much, if not more, of an impact than capital investments. This toolkit is designed to support municipalities in engaging multifamily properties in energy conservation. It provides an overview of the social science behind behavior change related to energy conservation and offers resident engagement strategies that municipalities can use to support multifamily property managers. Because every property is different, there is no “one-size-fits-all” strategy for engaging multifamily properties and residents in energy behavior change. This toolkit offers a starting point with best practices, strategies, and templates to guide municipalities in collaborating with property managers to harness the power of residents.

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ABOUT IBE

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SECTION 1. THE RESEARCH INTRODUCTION

Tackling climate change requires initiatives that focus on reducing energy consumption. At present, residential energy consumption accounts for more than 20% of the nation’s total energy consumption¹. Of the total energy consumed in the United States, about 40% is used to generate electricity, making electricity use an important part of each person’s environmental footprint. In addition to environmental consequences associated with high energy consumption, each year, households across the nation spend more than \$160 billion on energy to heat, cool, light, and live in their homes. Many daily activities cause greenhouse gas emissions² and can be a starting point for adopting more efficient practices. Engaging residents in

sustainable behaviors is a key component of meeting energy goals.

At present, most municipally-run multifamily energy programs focus on driving toward efficient building systems (e.g., HVAC, insulation, lighting). But what about residents? People are a key determinant of building efficiency, and engaging residents in energy-related behaviors can have as much, if not more, of an impact than capital investments.

WHY FOCUS ON RESIDENT ENGAGEMENT?

While there has been an increased focus on pursuing energy efficiency in commercial buildings, there has been significantly less focus on residential real estate, particularly the multifamily market. Throughout the United States, there are various benchmarking incentives and regulations to track energy consumption and emissions. Benchmarking energy use through ENERGY STAR® Portfolio Manager® enables property managers to see how they compare to facilities of similar use type and size across the nation. Recent transparency legislation in many municipalities also requires energy and water scores to be publicly disclosed, enabling residents to consider the energy costs and efficiency of an apartment or condominium before renting or buying. As municipalities continue to implement transparency legislation, demand has increased for education and understanding of ENERGY STAR® scores.

As a result, engaging residents should include education about both energy consumption/conservation and how building performance is evaluated. Traditionally, efforts to encourage energy efficiency have focused on building owners rather than residents.³ With more than 60% of multifamily households paying for their individual energy costs rather than having some portion included in rent, residents must be included in discussions of energy efficiency⁴.

There are two routes to increasing energy efficiency and savings for apartment or multifamily housing units: 1) make changes to the physical environment through capital investments or 2) change the behaviors of building staff and residents (i.e., resident engagement programs)⁵. Resident engagement programs can complement traditional options that rely on equipment installations and upgrades to the physical environment, and can lead to energy savings even when traditional measures aren't an option. These programs can also promote attitudes among residents⁶ that can help improve sustainable behaviors in a number of ways that can expand beyond the property. Resident engagement programs encourage people living in multifamily properties to change their behavior, making this an effective option for building owners or managers who want to improve energy efficiency.

Resident engagement programs can be categorized in three ways⁷.

1. Information-based programs

- Home Energy Reports (HERs) deliver intermittent information to participants about their energy use (generally monthly, bimonthly, or quarterly).
- Real-time feedback informs users of their immediate energy use through devices or websites.
- Audit programs – conducted online, over-the-phone, or as in-person energy audits – entail a personalized evaluation of energy use for a home, followed by specific recommendations for reducing consumption.

2. Education and training programs

- Utilities work with customers to encourage efficiency behaviors.
- Non-school-based education or programs teach community members about strategies for reducing energy consumption.

3. Social interaction programs

- Community-based programs target communities through innovative outreach strategies that draw from a variety of behavior change tools to tailor programming to specific populations.
- Competitions and games encourage participants to achieve the highest rank compared to other individuals or groups.

An ideal resident engagement program will combine these three approaches: providing information about energy and water conservation and how it can be accomplished, and educating about the benefits residents will see from engaging in these behaviors, all while creating a community standard in which these behaviors are perceived to be the norm⁶. Decades of behavior change initiatives show that behavior is influenced by tangible variables such as cost of utilities and availability of technical solutions (e.g., energy-efficient light bulbs), in addition to intangible variables such as social norms. Social norms reflect the ways that residents feel and think about which behaviors are desirable and acceptable within the community. For energy savings to be realized, a significant portion of the resident community must be engaged in changing its behavior. A key element to fostering this behavioral change is knowledge, or awareness. Research shows that residents favor personalized information about

their building, energy comparisons with fellow residents, and specific information regarding behavioral changes they can make. Energy behaviors are habits that are established over time.

The 'Spectrum of Tenant Engagement' (Figure 1) illustrates the variety of resident engagement strategies that can be used to promote long-term behavioral change and awareness.⁸ The spectrum suggests that the level of engagement increases as strategies move away from one-way communication and toward opportunities for collaboration, leadership, and empowerment.

The strategies provided in this toolkit focus on informing (providing information to residents), involving (residents in activities, events, and programs), collaborating (with property managers and existing organizations), and leading (leveraging internal residents as sustainability leaders).

It is important to note that the most effective engagement strategies are dependent on resident demographics, staff resources, budget, and a property manager's capacity. Know the audience: each community and property is unique.

To enhance social norms with respect to energy conservation, and to increase the likelihood that people follow through with commitments to reduce energy, municipalities should provide educational messaging and support tools, such as energy challenges and peer-to-peer education. Section Two offers an overview of engagement tools.



Figure 1. Spectrum of Tenant Engagement



SECTION 2. ENGAGEMENT PROCESS

This section of the toolkit provides best practices and steps for success at the municipal level to support resident engagement practices. Even if some suggestions are not feasible due to capacity or budget, municipalities can adapt and modify the practices to fit the specific situation.

Municipalities play an integral role in facilitating resident energy conservation across properties. While each city takes a different path to meet its goals, collaboration, coordination, communication, and budgeting and evaluation are universally key ingredients for success. Local governments can promote energy efficiency in their jurisdictions by developing and implementing these four concepts.

1. COLLABORATION

A key challenge to reaching residents in multifamily housing is gaining access to buildings. Close partnerships with property or building managers is a necessary component of success. Residents engagement programs should involve property managers from the start, especially on properties where managers have a strong relationship with their residents.

This facilitates access to buildings and increases trust between the municipality, property manager, and residents. In instances where the municipality or a partner will engage directly with residents, property managers can be a valuable source of information on the best times and methods for reaching their residents.

The ‘Spectrum of Strategies and Involvement’ (Figure 2) illustrates the range of resident engagement support strategies and tactics. It is important to collaborate with property managers to identify how to best support their individual needs and challenges. Providing relevant support for property managers is critical for a successful resident engagement program. While the level of involvement will vary, it is important to note that resident engagement programs cannot be successful without involving property managers.

In addition to collaborating with property managers, there are opportunities to collaborate with existing community organizations. Collaboration between the

public and private sectors encourages public discourse and awareness, and a lasting culture of energy conservation. An excellent way to expand the breadth and impact of a community energy project is to enter into partnerships with other organizations that have related and compatible goals.

Consider the following collaborators⁹:

- Mayor or city executives
- City council
- City energy and environment staff
- Multifamily property owners and managers
- Local planners
- Facility management teams
- Other local government and regional entities
- State energy offices
- Utilities and other program administrators
- Energy service companies
- Environmental education organizations
- Nonprofit organizations

Some more specific reasons for forming a partnership include to:

- Make program delivery more effective and

SPECTRUM OF STRATEGIES AND INVOLVEMENT

	Resource Support	Education	Programming	Ambassador Program
Low Level of Property Manager (PM) Involvement	Municipality provides resources to PM in the form of communication material.	Municipality provides resources to PM in the form of communication material, posters, etc.	Municipality provides small financial resources and/or programming material.	Ambassador program is not implemented at the property.
	Municipality provides financial support, staffing support, etc. to assist PM in meeting goals.	Municipality plans and hosts educational programming and events for tenants.	Municipality designs, implements, and supports tenant programming.	PM provides names of residents for municipality to recruit as volunteers. Municipality trains and assists Ambassadors with limited to no assistance from PM.
High Level of Property Manager (PM) Involvement	PM receives limited to no support from municipality, and is in charge of designing and implementing tenant engagement strategy.	PM hosts educational programming and events for tenants.	PM hosts educational programming and events for tenants. Programs are designed and implemented by building staff.	PM recruits and assists Ambassadors from its tenant community, with limited assistance from municipality. Municipality may provide recruitment collateral and train Ambassadors.

Figure 2. Spectrum of strategies and involvement for municipalities and property managers.

efficient by eliminating duplicate efforts. Discussing broad municipal goals with all organizations involved around a particular issue can result in a more cohesive and comprehensive intervention. Ensure relevant city staff become familiar with the multitude of organizations working on energy and water issues, as well as sustainability more broadly.

- Pool resources. Together, organizations have more resources to accomplish a task that none could have accomplished independently. Municipalities may have the unique opportunity to provide key resources, including funding, to organizations already working toward similar goals.
- Obtain or provide services. It may take a partnership to design, obtain funding for, and/or run a broader energy intervention in the community. Again, municipalities may be in a position to further their conservation goals by providing resources and collaborating with other public or private organizations.

Consider these questions to get started on collaboration:

- Who are some of our potential partners?
- What is the role of the municipality within each involved property?
- Who (e.g., city staff member, volunteer manager) is going to do what (e.g., contact property managers, set up volunteer orientation) and by when (e.g., Nov 1)?
- Does the involved property have existing residents engagement activities and spaces (e.g., community garden, pizza parties, etc.)?
- How effective are current energy conservation programs and services in our community/target area?
- Do we have the resources to fulfill this strategy? (Think about current staffing, partnerships, and alliances.)
- How can these partnerships best serve to engage residents in energy and water conservation?
- What is the capacity of property staff? Remember: Support from property managers and site staff is critical for success.

identified, involve staff in creating a list of prospective partners that could fill existing needs (e.g., by complementing current strengths and addressing weaknesses). Be prepared to commit resources. Resources can take the form of funding, staff, materials, supplies, and facilities, often in combination.

2. COORDINATION

Many municipal resident engagement programs begin and operate in a similar manner, with the city initially contacting multifamily properties to participate in an energy efficiency program. The city should support property managers in resident engagement by providing educational materials and explaining strategy specifics. Engaging residents can be overwhelming for building owners and property managers, and research indicates that local support is essential for effectively implementing, sustaining, and assessing the overall success of these programs¹⁰.

Remember, property managers are very busy people. Providing a timeline of events, messaging templates, and

Consider these questions to get started with coordination:

- How can municipalities best coordinate resident engagement?
- How can property managers be convinced that a resident engagement initiative is valuable?
- What can be done to help property managers promote this program to their residents?
- Where will workshops and events be hosted?
- What is the timeline?

workshop ideas is key to facilitating a seamless program. Ideally, municipalities will provide these resources directly to property managers. See the Appendices for resources to get started.

If the municipality is planning to use Energy Ambassadors, providing training and educational materials to these Ambassadors is critical. Energy Ambassadors are community members who volunteer to generate and sustain involvement and excitement around energy and water conservation at multifamily properties. In an ideal scenario, municipal staff or a community partner will handle logistics (e.g., scheduling and printing outreach materials) so that the Ambassadors' time and energy can be focused on the task at hand: engaging their community.

Assess the existing resident engagement strategies on the property. This ensures that the initiative builds on the existing strengths, relationships, and interests amongst staff and residents. For example, it could be possible to integrate energy-oriented activities, messages, and workshops into a pre-existing lunch program.¹¹

3. COMMUNICATION

Municipalities can support property managers by providing outreach materials. Successful promotion of behavior change requires repeated communication through various media, including face-to-face encouragement and all types of organizational communications, from emails to newsletters to social media to PR.

Messaging should be sent to residents on a monthly basis to encourage them to sustain their energy-conserving behavior. Given diverse resident populations,

When developing messaging, be sure to consider the following:

- Establish a framework for what you are trying to communicate – the “who, what, and why.” While messaging templates are included in this toolkit, you may need to tailor them to your target audience. Your target audiences go hand-in-hand with your purpose: Who needs to hear what you have to say for energy goals to be met? Consider what motivates them and determine what you want them to take away about energy conservation.
- Learn how property managers currently communicate with residents and how to integrate energy efficiency messages into existing communication methods. This will likely vary across properties.
- Communication goes two ways. Engage property managers in the creation of programs, events, and communication materials to generate buy-in. Along the way, gather their feedback to identify barriers to resident engagement and to improve future programs.

graphics are an extremely effective method for communicating. When relevant and possible, translate materials to appropriate literacy levels and different languages to address multiple cultural backgrounds.

4. BUDGETS & EVALUATION

Successful resident engagement programs are built on collaboration, coordination, and communication. Two other important considerations are budget and program evaluation. Evaluation of resident engagement initiatives is particularly important because there is no “cookie-cutter” approach that can be used across all properties.

SETTING THE BUDGET

As a municipality, it is ideal to provide funding to support property managers and their programming needs. Budget needs are dependent on the level of support (as well as what kind of support) property managers in the jurisdiction need.

Whether it be financing small events or providing small prizes for mini-resident challenges, it is ideal that the city offer financial support to maximize energy savings and resident engagement. Many incentives for maintenance of the challenge can be small, including rewards for one (or more) monthly raffles. If there is limited budget for incentives, consider doing outreach to local businesses or partners to obtain gift cards or other small prizes. Studies show that residents are far more likely to engage in programs when incentives are provided.

It is important to consider the demographics of different properties. Different populations have different barriers and goals for engaging in energy conservation. Consider whether monetary benefits are the largest incentive or if focusing on environmental incentives (e.g., reduced greenhouse gas emissions) is more appropriate. Social benefits, such as engaging neighbors and making meaningful connections, can also be incentives. The Ambassador approach provides an opportunity for select residents to lead their community and develop key leadership skills, while all residents can be empowered to participate in the energy challenge.

MEASURING RESULTS

As a municipality, it is important to decide how to measure the efficiency of resident engagement programs. Set up systems to collect evaluation data before, during, and after the resident engagement program is initiated. Data can be collected through observation (e.g., number of residents that participated in an activity), benchmarking data, or surveys, interviews, and focus groups. Depending on the strategy used, one of these methods may be more relevant than others.

Understanding which strategic partnerships to pursue is critical. The first step is to identify existing gaps in programming; this will help determine the most beneficial types of partnerships. Once these are

Consider these two types of metrics:

- Process indicators measure what you are striving for in the process – for example, how many residents you aim to reach (e.g., 60% of residents) or how many energy challenges you aim to run over a year (e.g., three).
- Outcome indicators measure the level and type of changes you hope to see – for example, a 5% reduction in energy use or an increase in resident knowledge about energy conservation¹¹.

Decide how each performance indicator will be measured, by who, and when. Evaluating both process and outcome indicators can provide important information on the success of the program, as well as where to improve to better reach goals. For example, these metrics might illustrate a lack of change in energy use due to limited resident education. This points to the need to use a different resident engagement strategy. Metrics should be analyzed throughout to identify strengths and weaknesses of the strategy used, as well as measure the outcomes. These metrics can be a powerful tool when used to improve programming and reach goals.



Ram's Village, Fort Collins, CO

SECTION 3.

CHALLENGES & ENERGY AMBASSADORS

This section features two examples of resident engagement strategies that illustrate what is possible when municipalities leverage the collective power of residents and property managers. Incorporating energy challenges and Energy Ambassadors will enhance opportunities for success in resident engagement programs.

EXAMPLE 1

THE CHALLENGE APPROACH: SAVING ENERGY & HAVING FUN

Energy challenges are a fun way to generate awareness of and enthusiasm for specific energy-conserving behaviors for a distinct period of time. Challenge programs are voluntary initiatives that motivate residents to commit to reducing their energy use. In these challenges, residents compete with one another to see who can reduce their energy consumption the most over a given period of time. To determine changes in energy consumption during the challenge period, data can be pulled through benchmarking or from bills provided by residents. Bill information should state the exact amount of gas and/or electricity used the month prior to determine a baseline.

Energy challenges can use an innovative programming approach called gamification which, turns a real-world activity into a game to encourage behavior change¹². A recent analysis of these games found preliminary evidence that gamified energy efficiency programs can achieve savings of 3% to 6%¹³. Engaging residents in an energy challenge enables an introduction to general conservation and sustainability issues while also building trust and consensus around shared environmental values.

It is best for the municipality to support each property manager in setting a timeline for that property's energy challenge(s). Keeping the competition period short makes it easier to sustain motivation among residents. A month-long competition is a good duration to begin.

Develop a communication plan to support property managers in outreach efforts. Residents should receive consistent information regarding the challenge and how to participate. Property managers can print out flyers and post them in high-traffic areas to notify residents on-site, send emails, and/or provide information in newsletters. Alternatively, property managers can print and provide materials to residents.

EXAMPLE EMAIL SCHEDULE (SEE APPENDIX C FOR EMAIL TEMPLATES)

- June 2: Send email announcing challenge
- June 7: Launch challenge
- June 14: Send challenge reminder email
- June 21: Send reminder and fun fact email
- June 28: Send reminder (last week to participate!)
- July 2: Announce winners and celebrate successes

Having the challenge culminate with an event is an excellent way to reward residents and celebrate success. Residents can also be recognized in property newsletters, posters, and emails, and even by the municipality. Residents need to be encouraged and recognized for their efforts; celebration and recognition are also important components of community-building. Prizes can provide another incentive for participation.

To motivate residents to participate in a challenge, residents or external volunteers can act as Ambassadors by educating others about the challenge and strengthening community involvement. Using energy challenges in conjunction with Ambassadors (see Example 2) is one way to harness resources and reinforce broad sustainability efforts.

Pro Tip: Ask local businesses to sponsor prizes for residents who go above and beyond.

ENERGY STAR® provides tools and resources for properties to kick-start energy and water competitions. Municipalities or community ambassadors can use [ENERGY STAR's activity kits and communication resources](#).

EXAMPLE 2

THE AMBASSADOR APPROACH: LEVERAGING RESIDENTS AS LEADERS

Energy Ambassadors are an effective way to leverage peer-to-peer networks. Peer education entails identifying, training, and supporting members of a group to pass on accurate information to others, with the desired outcome of using peer support and the culture of the target group to effect and sustain a behavior change¹⁴. Ambassadors serve as leaders and key resources in their communities, demonstrating successful behavioral practices toward energy efficiency. Ambassadors play a critical role in meeting broad goals and pursuing overall challenge outcomes.

Ambassadors are frequently internal, meaning that they are residents living within the building who are either recruited by property managers or through open advertisement. Another option is external Ambassadors, community volunteers who engage with residents at different properties. Whether internal or external, these volunteers can introduce and garner ongoing support for energy efficiency while encouraging challenge participation.

Internal Ambassadors have the advantage of living at the property and serving as role models to their neighbors, whereas external Ambassadors may have more interest and/or time to dedicate to volunteering. It is up to the municipality and property manager to decide whether internal or external Ambassadors, or both, are most appropriate. Regardless of the type of Ambassador, this approach empowers residents to educate others about energy efficiency and water conservation. These Ambassadors will ideally be trained by the municipality, external community organizations, or individuals with subject matter expertise. In these training workshops, Ambassadors must be given the educational tools and resources needed to be sustainability leaders.

WHAT DO AMBASSADORS DO?

Energy Ambassadors inform and educate their communities by expanding residents' knowledge of ways to save energy and water. They provide tips and advice to other residents regarding how to understand and potentially lower energy and water bills. This can involve many different techniques, depending on the community, such as door-to-door education, designing

and hosting community events, serving as a point of contact for sustainability questions, and acting as a liaison between residents and property management. Ambassadors talk to their neighbors about the importance of energy and water efficiency and how these issues impact their daily lives.

The purpose of having Ambassadors lead the charge is to have peers explain the benefits and encourage others to take action toward living a more sustainable lifestyle, without a lot of burden on the property manager. Ambassadors can:

- Educate residents about ENERGY STAR® and the significance of ENERGY STAR® building scores,
- Plan and host educational workshops for residents,
- Serve as a liaison between residents and property management staff, and/or between residents and the municipality,
- Be a source of inspiration to residents around issues of sustainability, and/or
- Distribute fliers and messaging about energy conservation.

HOW TO RECRUIT AMBASSADORS

Ambassadors can be identified in the following ways:

- Gather information from property managers. The property management team typically knows its residents best and can help identify a few active residents. Interested residents are often those who have already asked questions about energy and water use or have expressed interest in other green activities like recycling or healthy living. Ideally, selected residents are social and engaged with their community.
- Use recruitment flyers. Appendix F includes recruitment materials, such as fliers. You can provide these to property managers to post around the property and buildings, as well as to send out via email.
- Use external volunteers. Consider partnering

with a local university or non-profit organization to find volunteers who have surplus time and energy. Students and retired community members may be likely candidates due to time and interest.

HOW TO INCENTIVIZE AMBASSADORS

Ranging from monetary incentives to recognition to course credit, Ambassadors should be celebrated and appreciated. If there is no budget for monetary incentives, think of creative ways to recognize these individuals, such as

- Pictures and testimonials,
- Door hangings,
- Newsletter feature, and/or
- Volunteer awards.



Chicago Neighborhood Energy Challenge

SECTION 4. CASE STUDIES: BEST PRACTICES & LESSONS LEARNED

This section highlights three case studies that illustrate what is possible when community members come together. Each case study has important lessons for other municipalities seeking to promote multifamily property energy savings.

CASE STUDY 1

THE CHICAGO NEIGHBORHOOD ENERGY CHALLENGE

In 2013, the City of Chicago launched a six-month pilot competition amongst a set of apartment buildings that centered on a behavioral approach to energy efficiency. The program, called the Chicago Neighborhood Energy Challenge, used a variety of tactics to encourage resident engagement and participation. The competition engaged approximately 750 residents across more than 500 units in Humboldt Park and Logan Square, and aimed to achieve a 5% to 10% savings in electricity, gas, and water.

By the end of the pilot period, buildings had energy savings of

- more than 5% in electricity,
- nearly 10% in gas, and
- more than 45% in water.

This resulted in a total of \$54,000 in overall savings. Importantly, each family personally felt the impact of its behavioral changes with savings of up to nearly \$110 on energy bills.

KEYS TO SUCCESS

1) Partner with non-profit organizations, educational institutions, and relevant businesses.

To administer the competition, the City partnered with the Hispanic Housing Development Corporation, a nonprofit organization that develops affordable housing in Chicago's working-class neighborhoods.

Enterprise Community Partners provided day-to-day competition management and oversight. Clique Studios led messaging and design efforts, including creation of a competition website where residents could track energy usage and compare how their efforts measured against past usage and other residents. The University of Chicago analyzed data and will complete an evaluation of the competition, including continued tracking of residents' energy usage over the next year to determine if it was successful in changing long-term energy behavior¹⁵.

2) Focus on education.

The program provided all participants with a workbook that included a variety of activities that demonstrate how to save energy. Activities ranged from educating participants about understanding energy bills to vacuuming refrigerators' cooling coils. Workshops were also hosted a few times per month. During this time, more than 600 residents attended 36 workshops, where they learned about different ways to reduce energy use.

3) Engage Ambassadors in leading workshops and serving as community liaisons.

Energy Ambassadors served as resources for other residents on-site. These Ambassadors were trained through the non-profit Delta Institute and led the monthly resident trainings and activities.

4) Make it personal.

Residents gave personal testimonies noting the importance of preserving the planet for their children and grandchildren. The residents, living in housing managed by the Hispanic Housing Development Corporation, voiced that these efforts are key in sustaining their affordable housing.

5) Provide incentives.

The top-performing building received \$25,000 to be reinvested in the building, and the total awards amounted to \$40,000 in reinvestment funds. In addition to building awards, the top energy-saving individuals received \$200 and \$100 in cash prizes¹⁶.

CASE STUDY 2

SUSTAINABLE DC

Through its program Sustainable DC, the District of Columbia (DC) aspired to reduce greenhouse gas emissions by 50% and water usage by 40%. To achieve this goal, it partnered with multiple programs and developed a sustainable Ambassador program. Trained Ambassadors attend community events and reach out to residents, neighborhoods, community groups, and businesses to talk about the goals. By serving as a sustainability liaison, they collaborate with other residents and help people get involved.

KEYS TO SUCCESS

1) Develop an emotional connection.

Take some time to understand the values of community members and how they relate to sustainability.

2) Repeat, repeat, repeat.

People need many opportunities to engage in new behaviors before they become habits. Provide positive repetition to support participation.

3) Make it simple, convenient, and easy.

People are often resistant to change; make it easy by requesting actions that are simple and convenient. To provide benefits to the residents, rather than create additional burdens, make the green choice the easy choice.

4) Make it fun.

Engage residents in an exciting and fresh way. Create positive connections by throwing a party, providing food, and sharing positive messaging.

CASE STUDY 3

ENERGY OUTREACH COLORADO

Energy Outreach Colorado (EOC) is an independent non-profit organization created to serve the State of Colorado as a one-stop shop for low-income energy services. EOC has developed partnerships with organizations across Colorado, leveraging multiple funding sources and creating new and expanded programs to address gaps in low-income energy assistance. Through EOC's affordable housing, non-profit, and residential programs, natural gas and electricity savings have prevented nearly 28,000 metric tons of greenhouse gas emissions.

EOC operates the Energy Behavior Change Program, which educates and motivates residents of affordable housing and other non-profit facilities to become more informed energy consumers. The program offers workshops, presentations, and facilitation of in-home energy behavior programs to qualified organizations that serve low-income individuals or represent vulnerable communities. Since implementing its energy use behavior change programs, EOC has helped recipients save hundreds of thousands of dollars in energy costs¹⁷.

KEYS TO SUCCESS

1) Leverage funding.

With base funding, EOC attracted a wide range of additional funding from public and private sources by recognizing gaps, establishing partnerships, and advocating for vulnerable populations.

2) Advocate for low-income residents.

EOC employs a full-time advocate and participates in Colorado legislation to advocate for the needs of low-income households.

3) Track and report results.

EOC has made improvements to its program by using a central database to track and report results, such as reductions in energy use and utility bill savings.

4) Continuously evaluate and improve.

By following a process of continuous improvement, EOC recognizes when changes and adjustments need to occur.

CONCLUSION

While there is no “one-size-fits-all” tactic for municipalities to engage residents living in multifamily properties, using targeted programming and engaging residents in energy and water conservation is critical to developing successful programs and meeting community goals. The most appropriate strategies vary by jurisdiction, but keys to success include collaborating with stakeholders, communicating effectively, and supporting property managers’ unique needs.

The case studies presented in this toolkit identify municipalities and organizations that have effectively engaged residents, providing key lessons learned that can inform other municipalities. Some of the most important lessons include increasing general education and awareness; developing connections, personalized messaging, and outreach materials; providing participation incentives; and collaborating with community partners who share common goals and values surrounding sustainability.

The most efficient properties are those where all stakeholders work together toward energy efficiency goals. Forging a partnership between municipal staff, property managers, and residents is critical. Knowledge is power. When residents are equipped with information to make lasting behavioral changes, they themselves cultivate a more aware, more sustainable community.

Incorporating community-based competitions enables residents to engage on their own terms as they adopt new behaviors that contribute to reduced energy and water usage. Empowering Energy Ambassadors to raise awareness among their neighbors through education, events, and personal relationships makes outreach more personal and fun. While there are a number of obstacles to engaging residents in multifamily housing, promoting resident leadership and education offers an excellent starting point for municipalities to support property managers throughout this process.

Small changes create the momentum for a better future. When we all make small adjustments in our daily lives, we improve not only our own apartments, but also our communities.

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APPENDICES

The following pages offer tools and messaging that municipalities can provide to multifamily property owners and resident services to set them up for successful resident engagement practices. These can be distributed as a set or individually. When possible, provide the most appropriate tools for each property’s individual needs and goals.

One question that municipalities and property managers should be equipped to answer is, “Why should residents engage in energy and water conservation?”

Property managers may get asked again and again by residents, “Why should I do this?” or “What’s in it for me?” Here are powerful responses; the emphasis on each should be dependent on a given property’s unique community and culture.

- You will learn about how energy efficiency helps the environment.
- You will contribute to the broader goals of your community, such as carbon neutrality.
- You will save money.
- It’s a great way to get to know your neighbors.
- It won’t take much time and it will be fun.

APPENDIX A: NEWSLETTER BLURB TEMPLATES

Most multifamily properties already have either a paper or electronic newsletter that is sent to residents bi-weekly, monthly, or quarterly. The following templates offer a variety of customizable blurbs that can be adjusted to fit newsletters or other frequent messaging formats. It is important to include a contact name and phone number or email address in this messaging so that resident questions can be addressed promptly.

TEMPLATE ONE

Purpose: Provide initial information on starting an energy and water savings competition

[APARTMENT/COMMUNITY NAME] is running an energy and water savings competition! The competition will run for [time] months. We will provide education and activities to help you learn how to reduce energy and water use, and we will provide incentives for participation. We are excited to begin this competition and look forward to seeing how our residents can make a difference in the local community by reducing greenhouse gas emissions...while also saving money! Be on the lookout for more information soon.

Contact [INSERT NAME] for more information at: [INSERT CONTACT INFO]

TEMPLATE TWO

Purpose: Introduce residents to energy saving tips while highlighting individual savings potential

BY MAKING SMALL CHANGES, YOU CAN SAVE BIG! Consider making these changes to save money and energy in the course of a year.

1. Switch one light bulb to LED
2. Adjust thermostat
3. Unplug devices
4. Turn off lights
5. Run dishwasher on full

What would you do with the financial savings you'll earn from taking these simple actions?

Contact [INSERT NAME] for more information at: [INSERT CONTACT INFO]

TEMPLATE THREE

Purpose: Introduce residents to energy saving tips while highlighting individual savings potential

TOP TEN WAYS TO SAVE MONEY AND ENERGY!

1. Set thermostats to 70°F or lower in winter and 75°F or higher in summer.
2. Keep windows closed and locked when heating or cooling is on.
3. Run full loads when using dishwasher and washing machine.
4. Use cold water for laundry.
5. Reduce shower time by 5 minutes.
6. Turn off electronics when not in use.

7. Turn off lights when you leave the room.
8. Report water leaks.
9. Use blinds or shades.
10. Turn off the faucet when brushing your teeth.

Contact [INSERT NAME] if you need assistance at [CONTACT INFO].

APPENDIX B: ACTIVITY & EVENT IDEAS

These activity and event ideas are designed to be implemented at the building level to engage residents. Ideally, resident engagement programs are interactive. Be sure to adapt the events and ideas in this toolkit to best serve your unique resident community. These particular activities and events can be successful even with only a small time commitment from property managers or community Ambassadors.

INDIVIDUAL ACTIVITIES

ACTIVITY 1: ENERGY MEASURING CONTEST

This is a great activity to try any time of year. Residents will save money and implement energy-efficient behaviors through a friendly competition around who can reduce their energy and/or water use the most.

Energy Measuring Contest Guidelines

Choose A Prize

Choose a prize that appeals to your residents, such as a Visa Gift Card. See if a local business will sponsor prizes, which could include goodie bags or gift cards to local eateries and establishments.

Set Guidelines

Consider the duration of the contest—not too short and not too long. A month is a good duration as it supports residents in embracing long-term behavioral changes. Depending on capacity, measurements can be taken from meter readings or residents can bring in copies of last month’s bill.

Invite Residents to Participate

Be sure to communicate the dates of the contest with residents, as well as how to win. Do you have a resident newsletter? Your contest deserves a place on your next distribution. Last but not least, you can print out flyers and post them in high foot traffic areas to notify residents on-site.

Provide Energy-Saving Ideas to Residents

Residents should receive a copy of the “Energy Saving Checklist” (Appendix E) prior to the challenge beginning. Challenge residents to put checklist items into practice. Have residents check them off as they go. You can also encourage them to come up with their own creative ways to conserve.

See Who Reduces the Most

Ask residents to provide a copy of their previous month’s energy and/or water bill. Make sure the bill states the exact amount of gas and/or electricity and/or water used the month prior so that you can determine each resident’s baseline. Pro tip: Involve resident or external Energy Ambassadors in analyzing resident bill data.

Award Prizes

At the end of the challenge period, award prizes to residents who reduce their energy usage dramatically. You can award prizes based on total kilowatt hours (kWh) reduced or based on who had the greatest percentage reduction from their prior bill.

Be sure to calculate, and share, the total energy and money saved across your community. This will encourage old and new residents to participate again!

Energy Measure Contest Communication Template

The following message is designed to communicate with residents about the energy measuring contest.

SAVING ENERGY = SAVING MONEY!

It’s time for residents to start saving money and saving energy! You are invited to join a friendly contest amongst your neighbors to measure and monitor your energy use.

TO ENROLL:

Contact [NAME]. Provide a copy of last month’s electricity bills by bringing it to [CONTACT’S OFFICE] or emailing it to [CONTACT EMAIL]. The deadline is [DATE].

WHY MEASURE?

The mere act of measuring our energy use has an impact on raising awareness. If we track our energy use like we track miles per gallon on our cars, we can create real change.

HOW CAN I WIN?

Residents who save the most energy are eligible to win [PRIZE].

ACTIVITY 2: SOCIAL MEDIA CONTEST

An energy conservation social media contest gives each property manager the chance to engage residents in an important online conversation and to gain recognition of your property. You can have fun while promoting energy efficiency and increasing engagement on your property’s social media.

Social Media Contest Guidelines

Choose a Prize

Choose a prize that appeals to your residents, such as a Visa Gift Card. See if a local business will sponsor prizes; these could include goodie bags or gift cards to local eateries and establishments.

Set Guidelines

Establish how residents will submit their social media entries. They could tag your property on Instagram, post a picture on Facebook, or respond to your property’s posts. Decide submissions based on the content that will benefit your property. Be sure to offer residents a few suggestions, such as showcasing how they practice energy conservation or explaining why they believe that saving energy is important and how it impacts them.

Create a Contest Hashtag & Property Tag

Create a hashtag specific to your contest so that it is easy to search and identify. Ideally, you want to use a succinct hashtag that incorporates your property’s name and the contest theme. Require contestants to not only use the identifying hashtag, but also to tag your property’s account in their post.

Invite Residents to Participate

Be sure to communicate the dates of the contest with residents, as well as how to win. Do you have a resident newsletter? Your contest deserves a place on your next distribution. You can also post flyers in high foot traffic areas of your community to notify residents on-site.

Track the Contest

Search for your contest hashtag and property tags on social media. If you don't see any submissions after running the contest for a week, this may be an indicator that you need to promote the contest more, or that a social media contest isn't the best fit for your community. Pro tip: Have Energy Ambassadors help catalog residents' social media posts.

Contest Follow-up

Go through your submissions and select your winner/s based on your contest terms. Pro tip: Have Energy Ambassadors help identify the winner.

Verify that the winner is a resident if the contest is resident-only; you may need to message contestants to confirm their names. Notify the winner/s and announce them on your social platforms as soon as possible.

Images gathered during the contest can be posted on the building's website and social media accounts, or on the lobby's television.

Social Media Contest Communication Template

The following message is intended to communicate the expectations of the social media contest to residents.

"SAVING ENERGY" CONSERVATION CONTEST

Post a photo related to saving energy and water. The photo can be an example of how you practice saving energy, or one that shows why saving energy is important to you. Post it on Facebook/Instagram, and tag us along with the hashtag #SavingEnergyat[Building Name]

The resident photo with the [award selection] by [date] will win [prize].

[Facebook link]

[Instagram @]

GROUP ACTIVITIES

Property managers or community Ambassadors can devote a small amount of time to organizing and advertising events like those below. While some resources are needed, these can potentially be made available through the property's community events budget or small external grants.

ACTIVITY 1: "WATT DO THEY TAKE?" - EXPLORE APARTMENT ENERGY USE

Materials: Kilowatt meters, score cards

This event is a fun way to educate residents about energy use in their apartments and buildings. The event can be facilitated by the property manager or external staff or volunteers, such as the city's education team or volunteer Energy Ambassadors. Note: The municipality or a partner will likely need to provide a Kilowatt meter.

Process: Ask residents to estimate how much energy common appliances use, and then to test them live. Remember to inform residents that electricity is charged by the kilowatt-hour (kWh) in energy bills. This event could take place in a community space. Alternatively, residents can fill out the sheet below on their own and submit answers into a drawing. The winner is the resident who had the closest guesses.

If this activity is done in a group, it is best to have a discussion before and after. First, ask residents to estimate how much energy the appliances and electronics use, and then test them using a Kilowatt meter. If a meter is not available, the facilitator can provide answers to residents using the Answer Key below. Afterward, facilitate a discussion and share tips about how much energy residents can save by changing their habits.

Be sure to verify the cost of electricity in your municipality for accurate cost calculations.

APPLIANCE	# HOURS USED PER DAY	ELECTRICITY USED (Watts)	COST PER MONTH (~20 cents kWh peak pricing)
Computer			
Television			
Microwave			
Toaster			
Hair Dryer			
Table Lamp			
Coffee Maker			

Answer Key

ENERGY USER	# HOURS USED PER DAY	ELECTRICITY USED (Watts)	COST PER MONTH (~20 cents kWh peak pricing)
Computer	8	30	\$1.44
Television	12	50	\$3.66
Microwave	1	925	\$5.55
Toaster	1	1225	\$7.35
Hair Dryer	1	1500	\$9.00
Table Lamp	8	60	\$2.88
Coffee Maker	2	900	\$10.80

ACTIVITY 2: CREATE YOUR OWN ENERGY SAVING REMINDERS

Materials: Arts and crafts supplies including colored paper, markers, and scissors.

In this activity, residents create visual reminders to place around their apartment (and the building) to remember energy and/or water efficiency tips. Ideas include a light switch cover with a reminder to turn it off when not in use, and water droplets to attach to bathroom mirrors as a reminder to turn off the water when brushing teeth. There are many possibilities, so encourage residents to get creative!

This activity can be incorporated into building events, such as potlucks and seasonal parties, or can be a solo event. This activity is well-suited for buildings that have a large proportion of families. Worried about resident turn-out? Consider making a small “craft station” in a community space where residents are free to create on their own timeline.

ACTIVITY 3: NO-BAKE COMPETITION

Have your resident cooks/bakers make something without heat.

Cooks and non-cooks alike can participate by sampling entries and submitting ratings that can be used to determine the winner, acting as judges for the competition.

Important Things to Consider: Select a date, advertise the event, request registrations (if you don’t have enough non-bakers, you may not have an event).

This activity can be incorporated into building events, such as potlucks or seasonal parties or can be a solo event.

ACTIVITY 4: RESIDENT ENERGY PLEDGES

Pledges are intended to increase participation in the challenge by furthering commitment to sustainable actions or behaviors, making residents more likely to fulfill these actions and help the community meet its goals. Fulfillment of commitments are even stronger when individuals write the pledge themselves and it is publicly displayed. If you have access to rewards or incentives, use them to incite participation.

Example Pledges²⁰ (adopted from DCHA Energy Competition Toolkit)

Energy Efficiency

- I will turn off the lights when I leave the room.
- I will not use a space heater.
- I will turn off the TV when I’m not watching it.
- I will hang my “Turn off the Lights” prompt.

Water Smart

- I will wash my laundry in cold water.
- I will take showers that are five minutes or less.
- I will check for leaks in my home.
- I will post my “Wash in Cold” prompt.

Healthy Living

- I will open my blinds/curtains to let in the daylight during the day.
- I will keep my windows closed when the heat or A/C is on.
- I will make at least one homemade green cleaner to use at home.
- I will hang my “Set Thermostat” prompt.

APPENDIX C: EMAIL TEMPLATES

Email is an easy way to contact a large number of residents. It’s important to show new and existing residents that you are committed to energy efficiency. Before hosting events and engaging residents in energy challenges, it is helpful to gauge interest (through surveys such as the one below) and to introduce basic information about saving energy. The following templates are appropriate for introducing and encouraging residents to participate in energy conservation.

GENERAL AWARENESS EMAIL TEMPLATES

TEMPLATE 1: FOR NEW RESIDENTS

Hello [PERSONALIZE, IF POSSIBLE, WITH RESIDENT’S NAME],

Welcome to [APARTMENT/COMMUNITY NAME]! We are so excited to have you here. While you are settling into your new home, please consider the following tips to reduce your energy use (and costs!):

- Replace personal lighting fixtures with LED light bulbs and use lights only when needed.
- Check for and report any faucet or other leaks in the unit.
- Take showers that are short (ideally 5 minutes or less).
- Only run full loads of dishes and clothes.
- Wash clothes in cold water and hang to dry.
- Use our recycling receptacles, located [DISPOSAL LOCATION]. Please sort recyclables appropriately.

At [APARTMENT/COMMUNITY NAME], we are committed to doing our part to reduce greenhouse gas emissions, which contribute to the broader issue of global climate change. In most cases, the money you save from implementing energy-efficient measures translates directly into fewer emissions. Simply put, energy efficiency is about using less energy to get the same job done, while reducing energy bills and unnecessary pollution. In the coming months, our apartment community will be participating in various energy events and programming, and we hope that you will take part and join in our efforts to conserve energy and build a stronger and healthier community. Stay tuned for details. Questions? Contact [NAME] at [CONTACT INFO].

TEMPLATE 2: FOR CURRENT RESIDENTS

Hello [personalize, if possible, with resident’s name],

We hope this email finds you well and that this [fall/spring] season has been off to a great start! We are gearing up for another [winter/summer], and wanted to share some considerations for saving energy and water through this season.

[Winter]

- Avoid the use of space heaters.
- If you have hardwood or tile floors, consider adding area rugs to keep your feet warm.
- If you’ll be out of the unit for a number of consecutive days, lower the thermostat to 55° F; this will save energy while preventing pipes from freezing.
- Keep curtains and blinds closed at night, but open them during the day to let the sun warm your home.

[Summer]

- During late afternoon and early evening, turn off unnecessary lights and wait to use heat-producing appliances.
- Use ceiling fans to help circulate air throughout your home.
- Set the fan on your A/C to “on” rather than “auto” to circulate air continuously.
- Raise the thermostat to 78-80° F while sleeping or when you leave the house.

TEMPLATE 3: TO ALL RESIDENTS, INTRODUCING WHY SAVING ENERGY IS RELEVANT

Good Morning/Afternoon/Evening Residents of [PROPERTY NAME]:

Are you interested in saving money on utility costs and contributing to reducing pollution in our community?

Few people consider where electricity comes from when they flip on the light or plug in their phone or computer to charge. This makes it easy for us to take energy for granted, without realizing the cost. All energy produced and used has an impact on our environment, and there are many reasons why conserving energy is important. Conserving energy can mean a variety of things, but mainly that we should only use it when necessary and act to reduce wasting it. These can be simple acts, such as turning off the lights when you don't need them, or replacing appliances or light bulbs. You may notice changes in your utility bills, but the positive environmental impact will be even larger.

Why is it important?

While you will likely save money on your bills by conserving energy in your home, you will also be polluting less and reducing greenhouse gases, thus minimizing your home's carbon footprint!

TEMPLATE 4: TO ALL RESIDENTS, TIPS ABOUT SAVING ENERGY

Good Morning/Afternoon/Evening Residents of [PROPERTY NAME]:

In this email, you will find a number of tips that will help to reduce your energy use and save you money, all while contributing to reducing our building's pollution and helping the environment. Please consider taking the following actions—and if you're already participating in these efforts, keep up the great work!

- Shut off all lights when you're done using them, and turn off (or unplug) your TV, computer, gaming systems, and other electronics.
- Adjust your thermostat to 78° F in the summer and 68° F in the winter.
- Replace incandescent light bulbs with LEDs.
- Use cold water in the washing machine, and hang your clothes to dry.
- Fix (or call maintenance to fix) dripping faucets or toilets.
- Take a shorter shower.
- Close curtains during hot summer days; during the winter, keep curtains open.

Questions? Contact [NAME] at [CONTACT INFO].

TEMPLATE 5: TO ALL RESIDENTS, EXPLAINING PHANTOM ENERGY (FOR SEASONAL USE IN OCTOBER)

Hello Residents of [PROPERTY NAME]:

Halloween is quickly approaching, and while we look forward to seeing the kids dressed up in their scary (or fun) costumes for the holiday, we must also consider that Phantom Energy could be scary for our energy bills and the environment!

All things in our home that are plugged in can be sucking energy, even when they're not in use. This is called Phantom Energy. Your TV's standby (or Phantom) power use can make up to 10% of its total power usage! On average, there are 20 to 40 devices in a standard home hanging out in standby mode, wasting energy and costing money. So, unplug your chargers and other electronics when they're not in use, and consider purchasing a smart power strip, which will make shutting off unused devices a bit easier.

Thanks for all of your efforts thus far and let's keep it up! Questions? Contact [NAME] at [CONTACT INFO].

TEMPLATE 6: TO ALL RESIDENTS, EXPLAINING ENERGYSTAR® SCORING

Hello Residents of [PROPERTY NAME]:

As you may have noticed, our community has been working toward conserving energy in a multitude of ways. If you have taken part in this effort, we want to sincerely thank you! As part of the broader [insert municipality] community, it is important that we do our part to reduce our impact on the environment and work toward adopting sustainable practices.

[MUNICIPALITY NAME] recently approved a benchmarking ordinance for multifamily and commercial properties to achieve energy and water reductions, joining a number of cities nationwide with similar ordinances. This program drives transparency of energy and water use in the market and enables residents (like you!) to make informed choices when considering their next lease.

The program requires building owners to report their ENERGY STAR® score to the city, which will make our energy and water performance information publicly available. This score provides a fair assessment of the energy performance of a property relative to its peers, helping to identify building activities and systems that are significant drivers of energy use, to inform improvements. This means renters will be able to compare buildings based on their ENERGY STAR® scores, and it also means that as a community, we can demonstrate our commitment to saving resources and sharing our progress over time.

For more information or details about ENERGY STAR® scoring, visit energystar.gov.

ENERGY CHALLENGE EMAIL TEMPLATES

The following emails are designed as templates for energy challenges. They provide a great starting place, but be sure to adapt them to meet the needs of your municipality's property owners and residents. Use other forms of communication if email is not a common communication channel. Emails are a great place to highlight other actions that you are taking to increase energy efficiency, and other accomplishments you've made in this category!

EMAIL 1: ONE WEEK BEFORE CHALLENGE

Subject: Let's take charge of our energy use!

Many of us at [APARTMENT/COMMUNITY NAME] are passionate about protecting and enjoying the beautiful environment of [MUNICIPALITY/STATE]. On [DATE] we will be launching a [LENGTH OF CAMPAIGN] challenge to encourage energy-saving behaviors that reduce our carbon footprint. Residents who save the most energy are eligible for [INCENTIVE].

To enroll, simply bring a copy of last month's bill to [CONTACT NAME]. If you have any questions, please at [CONTACT INFO].

EMAIL 2: WEEK ONE

Subject: Let the challenge begin!

Today marks the beginning of our energy conservation challenge! For the next month, be thinking about the ways you can save watts and fight the phantom—whether through unplugging your phone charger, turning off your lights when you leave a room, or unplugging power cords.

Questions? Reach out to [CONTACT INFO].

EMAIL 3: WEEK TWO

Subject: We're heating up...

Did you know that turning the thermostat up/down just 2 degrees can save you 5% on your energy bills? Heating and cooling are some of the biggest energy hogs in homes, so dress in layers and (if you can) always turn down the heating/air conditioning when you leave for the day!

In the **summer**, you can save 3% on your air conditioning bill for every degree you TURN UP your thermostat. In the **winter**, you can save 3% on your heating bill for every degree you TURN DOWN your thermostat.

Questions? Reach out to [CONTACT NAME].

EMAIL 4: WEEK THREE:

Subject: What about water usage?

Our energy conservation challenge is nearing its end, and we want to encourage all residents to continue considering ways to reduce energy and water usage through daily actions. Consider the following actions to reduce your carbon footprint this week: Take shorter showers, only run the dishwasher and washing machine when completely full, and hang your clothes to dry.

Thanks for all of your hard work and keep it up through the final weeks of our challenge!

Questions? Reach out to [CONTACT INFO].

EMAIL 5: FINAL WEEK OF CHALLENGE

Subject: Last chance!

This is the last week of our energy conservation challenge, and we want to end it with a bang. We know you've been working hard to save energy, but we'd like to challenge you to find one more thing this week that you can change.

Please turn in your latest bill records to [CONTACT NAME] to be recognized. Winners will be drawn on

[DATE], so don't delay!

Questions? Contact [CONTACT INFO].

EMAIL 6: ONE WEEK AFTER CHALLENGE

Subject: Thank you!

Our first energy challenge is done and I'd like to say THANK YOU. Residents saved [AMOUNT] of total energy over the month! All of your daily actions added up to big reductions in energy use in your homes.

We drew our prize winners this morning. [WINNER NAME/S], it's your lucky day! Please stop by [CONTACT NAME]'s office to pick up your reward.

Questions? Contact [NAME] at [CONTACT INFO].

APPENDIX D: EXAMPLE RESIDENT SURVEY

The following survey can be distributed to gauge resident interest in and awareness of sustainability, energy efficiency, and water usage.

Name	
Date	
Email	
Phone Number	
Number of Adults (18+) in Your Home	
Number of Children (17 and under) in Your Home	

What is the best way to contact you?

- Phone
- Email
- In-person

What areas are you most interested in? (Check all that apply.)

- Saving energy
- Saving water
- Healthy living

When would you prefer to attend activities and events? (Check all that apply.)

- Weekday evenings
- Weekend days
- Weekend evenings

Which of these activities interest you?

- Energy/water usage competition within apartment community
- Home energy audit
- Activities for kids
- [OTHER ACTIVITIES YOU'RE CONSIDERING OFFERING]
- Write in any suggestion: _____

In the winter, what temperature do you typically keep your thermostat set at? _____

How often do you turn off your air conditioning when you leave your home?

Never	Rarely	Sometimes	Very Often	Always
-------	--------	-----------	------------	--------

How often do you notify property maintenance staff when you have a leaky faucet or toilet?

Never	Rarely	Sometimes	Very Often	Always
-------	--------	-----------	------------	--------

How often do you turn off the faucet when you brush your teeth?

Never	Rarely	Sometimes	Very Often	Always
-------	--------	-----------	------------	--------

Do you receive and view your energy bill?

Never	Rarely	Sometimes	Very Often	Always
-------	--------	-----------	------------	--------

If 'yes,' do you understand your bill and the breakdown of your energy and water usage?

Never	Rarely	Sometimes	Very Often	Always
-------	--------	-----------	------------	--------

Do you use surge protectors or smart power strips in your home?

- Yes
- No

Are you interested in faucet fixtures that use less water?

- Yes
- No
- Unsure

Are you interested in learning more about ways to save energy and water (and reduce costs) in your unit?

- Yes
- No
- Unsure



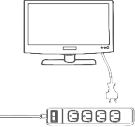

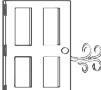




Are you interested in learning more about how you can serve as an Energy Ambassador to educate your resident community about how to reduce energy and water use and costs?

- Yes
- No
- Unsure, need more information

APPENDIX E: ENERGY SAVING CHECKLIST

ENERGY SAVING CHECKLIST

Lower Energy & Water Use and Reduce Your Bill

⚡ ENERGY			
1		Schedule maintenance to program your thermostat.	<input type="checkbox"/>
2		Turn off lights.	<input type="checkbox"/>
3		Use smart power strips to turn off all entertainment systems when not in use.	<input type="checkbox"/>
4		Don't use space heaters.	<input type="checkbox"/>
5		Make sure windows and doors are shut tight.	<input type="checkbox"/>
7		Dress warm in order to reduce heating.	<input type="checkbox"/>
💧 WATER			
8		Take shorter showers.	<input type="checkbox"/>
9		Only do full loads of dishes.	<input type="checkbox"/>
10		If you hear a toilet running, let maintenance know.	<input type="checkbox"/>

APPENDIX F: RECRUITMENT MATERIAL

The following flyers can be used to recruit volunteers for an Energy Ambassador program. Posting flyers with introductory and contact information provides all residents with the opportunity to participate and engage with the program.

POSTER

• ATTENTION •

ENERGY AMBASSADORS NEEDED

Are you interested in learning more about energy efficiency and water conservation? Looking to become more involved in your community around the issue of sustainability?

We are seeking enthusiastic, friendly, and willing energy ambassadors to act as champions for our apartment community.

CONTACT PROPERTY MANAGER FOR MORE INFORMATION IF YOU ARE INTERESTED!

POSTCARD FRONT

OUR COMMUNITY NEEDS YOU

We're competing in a community conservation challenge, and we need YOU to help us rise to the top!
Visit fcgov.com/GetAhead to learn how you can triumph over high energy bills and become a Challenge Champion!

LEAD!
Volunteer to be your building's Challenge Champion!

SAVE!
Share tips that wipe out energy waste and shrink carbon footprints.

WIN!
Lead your building to victory and reap the benefits of a greener community!

City of Fort Collins

LEARN MORE AT www.fcgov.com

POSTCARD BACK

Top energy saving tips

Use natural light

Turn down the heater/AC when you aren't at home

Unplug electronics when not in use

Visit fcgov.com/GetAhead for more information, and to get involved.

City of Fort Collins

LEARN MORE AT www.fcgov.com



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